

Message Text

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PAGE 01 LAGOS 03264 161818Z

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SUBJ : FOREIGN BUYERS PROGRAM-LEVENTIS VISIT

1. EMBOFFS MET WITH REPRESENTATIVES OF LEVENTIS, SECOND LARGEST MERCHANDISE RETAILER IN NIGERIA(20 STORES). MARCH 15. LEVENTIS VERY INTERESTED IN BROAD LINE OF U.S. MADE GOODS. WHEN EMBOFFS SUGGESTED THEY MADE RECONNAISSANCE-PURCHASING TRIP UNDER SUBJECT PROGRAM, LEVENTIS REPS AGREED ENTHUSIASTICALLY. LEVENTIS PREFERS VISIT MANUFACTURERS DIRECTLY, NOT THEIR AGENT,, TO MAKE DIRECT PURCHASES. ALSO WISHES EXPLORE POSSIBLE EXCLUSIVE DEALERSHIP ARRANGEMENTS FOR MARKETING SLECTED U.S. PRODUCTS IN NIGERIA. COMAPNY PREFERS MAKE VISIT SEPT. 15-30.

2. LEVENTIS MAIN INTEREST IS IN FOLLOWING AREAS:

A. CLOTHING (SUMMER WEIGHT)

1. MEN'S

- UNDERWEAR
- DRESS AND SPORTS SHIRTS
- TROUSERS
- SUITS

2. WOMEN'S (COMPLETE LINE, INCLUDING FOUNDATION GARMENTS)

3. BABIES/CHILDREN'S (COMPLETE LINE)

B. TOYS

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LAGOS 03264 161818Z

C. SPORTS EQUIPMENT

1. TENNIS EQUIPMENT
2. WATER SKI EQUIPMENT

D. GLASSWARE-HOUSEHOLD DRINKING GLASSES, CUPS, GOBLETS, ETC.

E. KITCHENWARE

1. PLASTIC UTENSLS (PLATES, KNIVES, FORKS, SPOONS)
2. CERAMIC OVCWARE
3. KITCHEN APPLIANCES (MIXERS, BLENDERS, ETC.)
4. KITCHEN UTENSILS (POTS, PANS, KNIVES, ETC.)

F. LINENS

1. BATHROOM (TOWELS, WASHCLOTHES)
2. BED LINES

G. DRAPERIES, CURTINS

H. PILLOWS, WASHABLE FOAM RUBBER

I. FOOD

1. BABY FOOD
2. FULL LINE OF CANNED FRUITS AND VEGETABLES
3. FROZEN FOODS (VEGETABLES, ENTREES, ETC.)
4. INSTANT FOOD AND DRINK MIXES (E.G., DEHYDRATED FOODS, BREAKFAST DRINK POWDERS)
5. WINE

J. LUGGAGE-TRUNKS, SUITCASES, BRIEFCASES.

K. FURNITURE

1. KITCHEN/DINING ROOM SETS (TABLES AND CHAIRS)
2. LLIVING ROOM SETS
3. GARDEN FURNITURE(COLLAPSIBLE ALUMINUM/PLASTIC TYPE)

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UNCLASSIFIED

PAGE 03 LAGOS 03264 161818Z

3. LEVENTIS PLAN TENTATIVELY TO FOLLOW UP SEPTEMBER BUYING TRIP WITH IN-STORE PROMOTIONS IN SPRING 1977.

4. EMBASSY BELIEVES SUCCESSFUL TRIP TO US/IN-STORE PROMOTION COULD LEAD TO MAJOR BREAKTHROUGH FOR U.S. PRODUCTS IN RAPIDLY EXPANDING NIGERIAN CONSUMER GOODS MARKET WHERE U.S. MARKET SHARE HAS BEEN SO FAR INSIGNIFICANT. REQUEST RAPID

FOLLOW-UP ON LEVENTIS REQUEST FOR SUBJECT TRIP INCLUDING CABLING
TO EMBASSY LIST OF MANUFACTURERS TO BE INCLUDED TENTATIVELY IN
TRIP SCHEDULE.
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